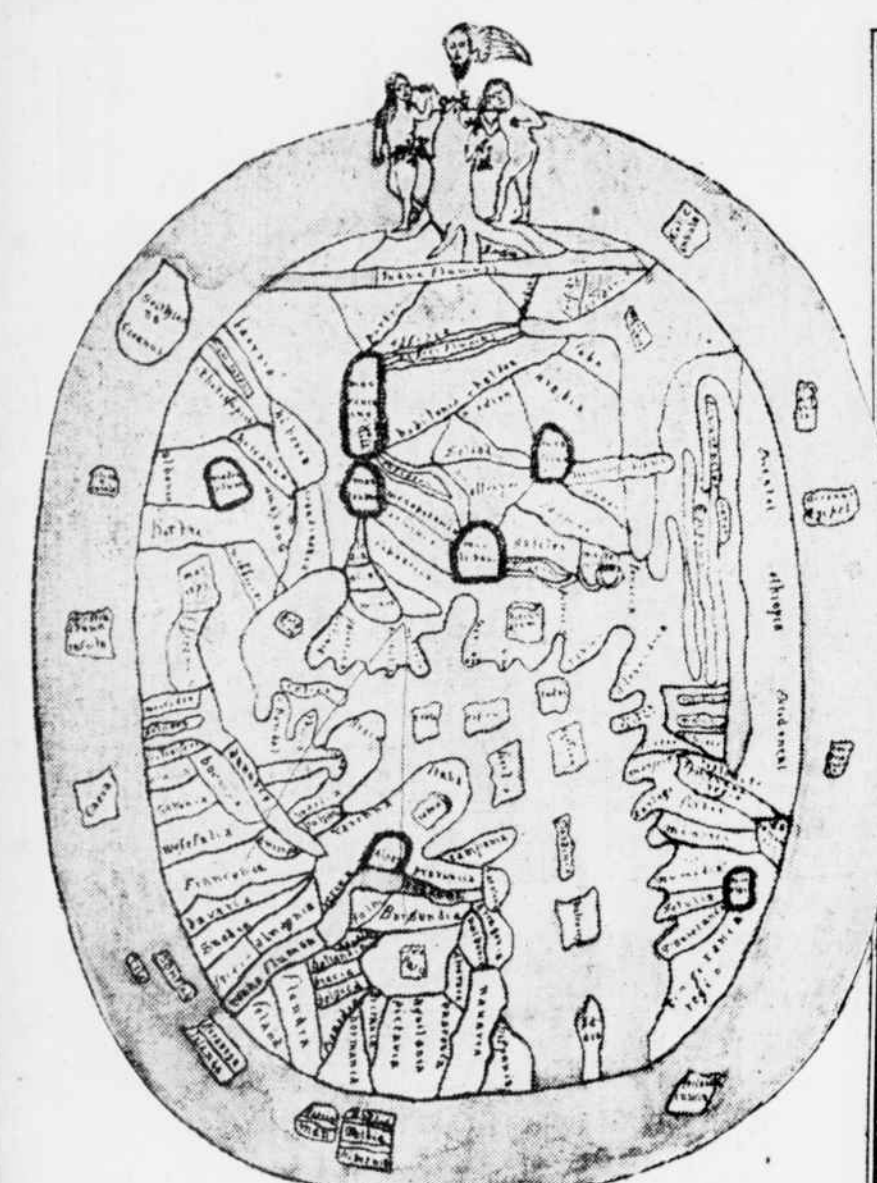


Almost Everything From Trolley Cars to "Drummers" Is Mapped Nowadays



The World as it was thought to be 1000 Years Ago. Observe Adam and Eve at the Top. Courtesy American Geographical Society.

Here Are a Few of the Varieties of Maps Made: Topographical, Commercial, Political, Automobile, Aerial, Marine, Geological, Meteorological, Astronomical, Zoological and Theological.

HOW many kinds of maps do you have?" asked the curious customer. "Let's see." The map man scratched his chin. "Which particular?" "No, just a few of the general sorts." "Well, we have topographical, commercial, political, automobile, aerial, marine, geological, meteorological, astronomical, zoological and theological maps. Would you like to see a map of the delegates Colonel Roosevelt thought he was going to get? Yes, we made one like that. Here is a map of New York from the standpoint of the laundryman and another in the interests of the baker. If you want to do some cruising in the waters of the Malay Archipelago, get this chart of the British hydrographic office. If you are thinking of flying in France this summer, here is the latest map of the country as seen from aeroplane with all landmarks and hangars located. Maybe you would like to know whether a certain dwelling house in Rhyolite, Nev., is made of wood or brick. For that information I would refer you to a special insurance map. Of course a regular government map shows all the houses in the United States, as far as the territory has been covered, barring towns and cities. If you plan a hunting trip to Central Asia I can supply you with an official British map which I have just had corrected on information furnished by my missionary correspondents. And here's the whole story of the world from the business standpoint in a Chamber of Commerce atlas.

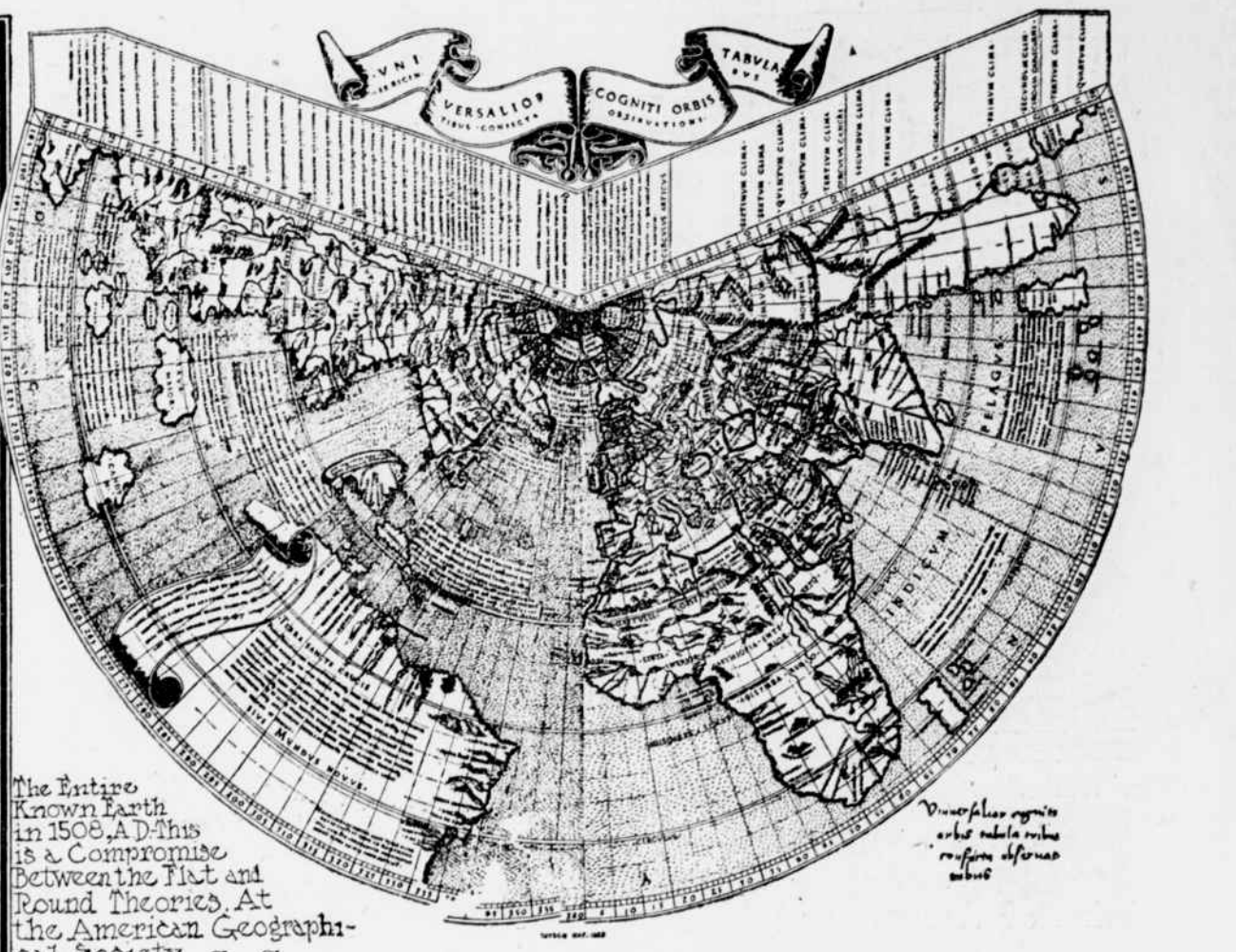
It was really daring and disconcerting the way C. S. Hammond, the map man, handed out facts about his specialty. The inquirer had naively thought that maps were maps, chiefly found in "journals," railroad time tables and motor guides. It seems that almost everything is mapped to-day. Useful knowledge of all sorts is put on a chart with a suitable key in several colors. The breakfast food manufacturer no longer pores over figures to keep track of his business. At a glance he sees on a map what part of the American population is eating breakfast food (green), how much of his own food is sold (red), and how much of his rivals' product (yellow). The statesman fighting for a Presidential nomination beholds on a map of the United States his clinched delegates in blue, his rivals in frazzled buff, while the candidates who may be switched are in appropriate green or gold. Financiers, detective agencies and theatrical managers use maps to picture



An Exact Relief Model of the Panama Canal on a Vertical Scale of Nearly a Mile to the Inch.

usual features, the scale being from one to three miles to the inch. One publisher said that automobile maps were the only ones on which he did original work. He sends out scouts in machines to ascertain the conditions of the various roads, so that these may be properly recorded on the map. The more expensive automobile maps are printed on cloth, others are "dissected" to fold up in handy squares for consultation while travelling.

A special kind of motor map has photographic insets of landmarks on each route, snapshots of churches, houses and barns at crucial turns. The most perfect thing of this sort is the mechanical map, which operates like the roll of a planograph. A paper roll, printed with a red



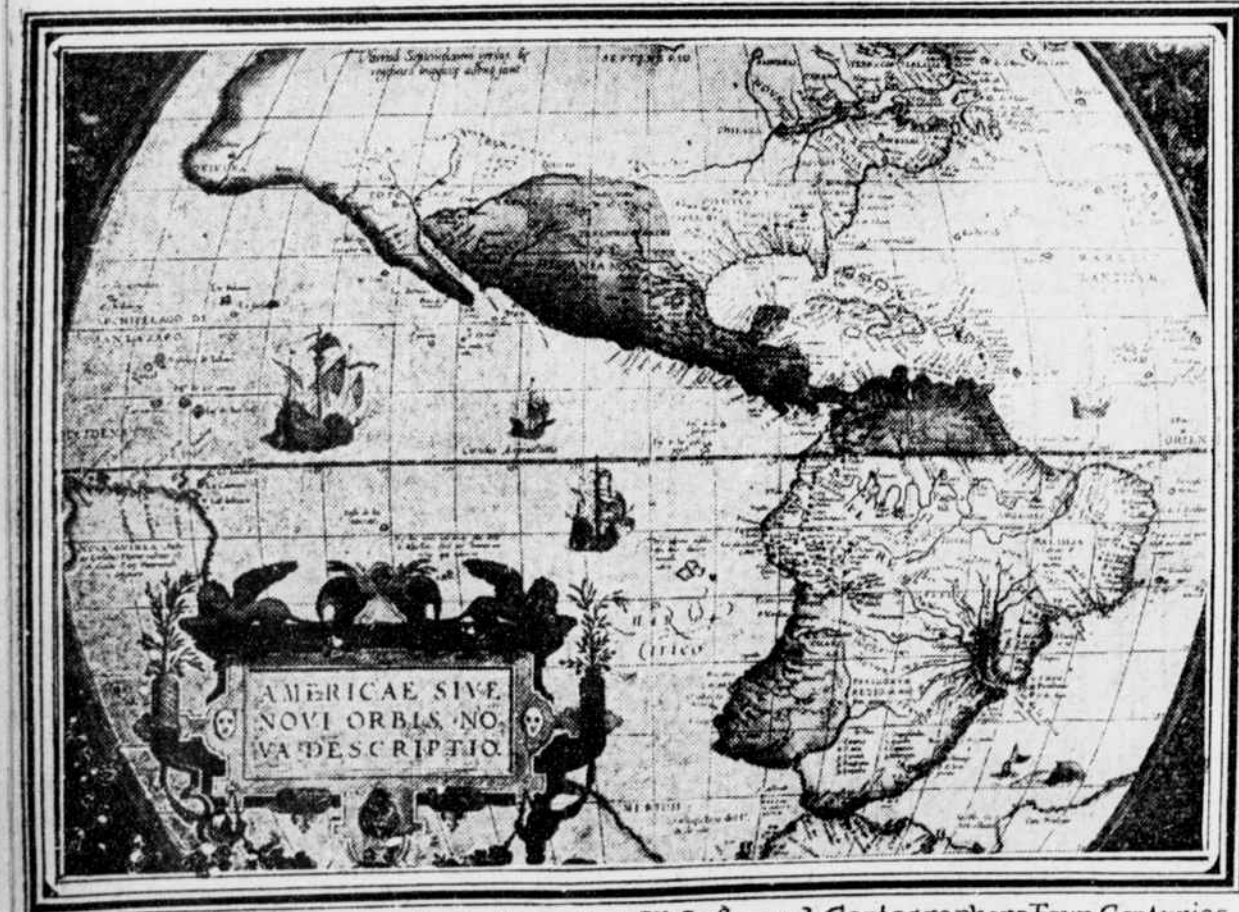
The Entire Known Earth in 1500 A.D. This is a Compromise Between the Flat and Round Theories. At the American Geographical Society.

freight cars, and manufacturers or jobbers all about their current business. The tacks are changed daily, according to the Weather Bureau reports or other information received. A weather map of the United States, 18 inches long and mounted on compass board, costs \$8. The tacks are 20 cents a hundred.

A movable business chart may have a red tack at Chicago and a white tack at Oshkosh. This means that the firm's travelling salesman is at Chicago and there is an inquiry from a customer at Oshkosh. A stenographer writes or wires the information to the representative at the Windy City. Purple tacks show complaints to be referred to the field manager; gold tacks indicate sales. Every salesman has his color, and his progress through the country is shown from day to day. Colored silk cord may be used to outline territory assigned, being tacked in place, and also to mark travellers' routes. The flamboyant paths of an army of salesmen, in-



A Freak Globe Which Opens and Shuts Like an Umbrella, in the American Geographical Society Collection.



How America Looked to the Artistic but Ill Informed Cartographers Four Centuries Ago - American Geographical Society.

their national and international operations lay by day.

At first sight it seems that map making has reached its limit. Look at the charts of the ancients, which were based on the theory of the flatness of the world and that there was nothing beyond the Roman Empire. In the Middle Ages artistic and beautiful maps were done in color on vellum; they included big spaces of "terra incognita," invariably occupied with pictu-



Relief Map Showing the Shape of the Ocean Floor. At the American Museum of Natural History.

Aeronautical maps are a twentieth century novelty. What would the ancient cartographers have said if they had seen one of them? Here is a map of the Aero Club of France, "published under the patronage and with the consent of the Minister of Public Works." It shows a portion of French territory, as seen by a man flying through the air. There is an elaborate key, and, besides many conventional signs or symbols, there are accurate little pictures of notable landmarks, as cathedrals and towers. The principal roads are in red, the common roads in white, and the lesser used thoroughfares in black. Railroads and electric car lines are given. Among the many other features are inhabited localities, industrial works, high rocks, chapels, chateaus, towers, ruins, furnaces, gas tanks, windmills, statues, fortifications, woods, waters, vineyards and farms. There are symbols locating stations of the Aeronautical Society, hydrogen depots, aerodromes, landing fields and hangars. The signs for balloon hangars and aeroplane hangars are both in red, but are differentiated in drawing. One of the maps shows a full cut of Rheims Cathedral and of other notable objects.

The commercial map, used by business men to keep track of special information, has a thousand forms. Silk covered tacks in eighty different tints, and likewise narrow colored ribbons, are shifted on maps of the United States to inform Wall Street speculators of weather and crop conditions, to tell railroad men of the movement of

chart of the interior of Brazil or a lot of other rarely visited parts of the earth. The manufacturer of maps does the best he can to fill in the blank spots, and is always gathering data from hunters, explorers and missionaries. A missionary in Africa lately sent some useful information about the interior to a New York publisher. The missionaries are not only good contributors of data, but they are good buyers of maps. A convenient sized book, instructing travellers in the field work of mapping, is issued by the Royal Geographical Society, and is sent out by some New York publishers to their correspondents in remote sections.

Among foreign government maps, the Swiss are highly artistic and the English most extensive and complete. The English ordnance survey has been at work for a century.

The entire world is mapped, from the commercial standpoint, in an English volume of handy size, called Phillips' Chamber of Commerce Atlas. There are a hundred or so colored charts which convey innumerable facts in a way that would fascinate a child as well as instruct a business man. For example, the world's distribution of livestock is shown by various sized pictures of cattle and pigs, sugar production by comparative cubes, rice and coffee production in bags, wine in casks, tobacco in pouches and pipes, coal in freight cars, oil in oil derricks, shipping in ships, money in stacks of coin, all graded in size to correspond with the accompanying figures. The armies of the world are headed by a big green Cosack, and the lesser figures are in appropriate uniform down to the small blue United States representative. A quaint chart shows the home and colonial populations of the world's empires, with figures of the white races, and beside them their brown, yellow or black dependents. The Englishman is seen overshadowed by a giant Hindu, while the Frenchman and his black are of equal height, and the brown brother of the American reaches halfway above his knee. All the world's chief railways, steamship lines, cables, telegraphic distances and times of route, detailed imports and exports, are shown on various maps or in accompanying diagrams. The locations of industrial products in each country are given in red or purple type. At a glance one sees the districts where France produces cheese, snails and mathematical instruments; Bulgaria, attar of roses, goats and salt; Afghanistan, swords; Persia, opium; Arabia, frankincense; Asia Minor, rugs, meerschaum and turquoise; the Cas-